

## Welcome to **How To Prepare a Winning Handshake Application Webinar**

The conference will start at 11:00 AM Eastern

- To access the audio, please dial **(877) 336-1829**, pass code **5783764**, security code (if requested) **2013**
- Click View, then Full Screen Mode for a full screen view.

## **Web Conference Etiquette**

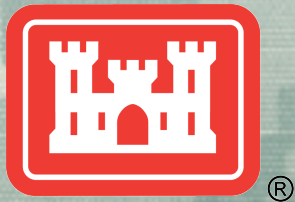
- Press mute button or \*6 on your phone to reduce background noise.
- To talk, release the mute button or press another \*6.
- Please **do not** put your phone on hold at anytime during the webinar--the background music is distracting.



# How To Prepare a Winning Handshake Application

Webinar Presentation

July 9, 2013



Little Rock



Philpott Lake

# Handshake Partnership Program Time Line

- |   |       |
|---|-------|
| ▪ Applications Period Begins                            | July  |
| ▪ Application Deadline                                  | Oct   |
| <hr/>   |       |
| ▪ Recipients Announced                                  | Dec   |
| ▪ Agreement Deadline                                    | Aug   |
| ▪ Expend Funds  | 2 yrs |
| ▶ funds transmitted to District/Project via MIPR or FAD |       |



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# Handshake Partnership Program

## Application Information

- Located on Gateway Partnership page
- <http://corpslakes.usace.army.mil/partners/partners.cfm>



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# Handshake Partnership Program

## Start NOW

- **Determine your project**
- **Work with prospective partners**
- **Identify needs and each partner's contribution**
- **Is the Handshake Program the right fit?**



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# Handshake Partnership Program

The most important thing to remember when  
completing a Handshake Application is to  
**READ and FOLLOW**  
the Application Instructions.



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## Applications

“Description: Describe the partnership and the work to be accomplished. The description should be no longer than three pages. Include the basic who, what, when, where, how. Outline concisely the tasks needed to complete the project and who will accomplish them, e.g., new facilities, renovations made, research reports, type of visitor services, cultural or natural resources preserved, educational or interpretive products created, etc.”



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## Applications

A good application includes a description about

- the partners,
- the project, and
- the overall benefit of the partnership



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“Specifically address how the project will meet the following six evaluation criteria (**each evaluation criteria should be addressed in a separate paragraph**):”

- **Sustainability**
- **Partnership Value**
- **Environmental Stewardship Value**
- **Recreational Benefit**
- **Communication and Education Value**
- **Innovativeness**



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# **Handshake Partnership Program**

## **1. Traditional Challenge Partnership Projects**

**versus**

## **2. Stand alone (SCA) Intern/Crew**

**Projects that can show benefits in multiple categories compete better.**



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**Sustainability** - What is the life span of the product and the benefit to the Corps?

- What is long term benefit of the project?
- How long will it be around?
- What is long term cost?
- Will there be on-going maintenance required?
- By whom?
- Will the project be removed or closed if maintenance is required but not funded?
- Longer term benefit and less O&M compete better



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## Sustainability examples

Properly constructed the project should easily last for 15 years.

It is expected that the platform will provide a stable eagle nesting place for 20+ years

The materials were chosen for the project to ensure a long lasting, low maintenance fence.

The gate structure is made from pvc pipe and concrete, so the expected life of these structures is thirty years or greater..

The group day use area including the group fire ring, bbq grill, picnic area and corrals will last over thirty years without extensive maintenance. The shelter for example has 30 year shingles.



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b. Partnership Value - What is the significance of the partner's contribution to the project (e.g. matching dollars, materials, in-kind services, etc.)?

- This category mostly comes down to the partners contribution...the dollars and cents.
- More partners compete better because there is more potential contribution
- The more benefit the COE receives with less cost makes the application more attractive.
- A project with a 50/50 split in cost scores half of the available points
- **Higher % of partner contribution compete better**



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## Partnership Value Examples

Double click on spreadsheet to access data entry fields:

	Local Corps Office	Handshake Funds	SCA	Partner 1	Partner 2	Partner 3	Partner 4	Partner 5	Partner 6	Partner 7	Partner 8	Total
In-Kind Services	\$5,000	N/A	\$0	\$0	\$0	\$0	\$4,000	\$4,500	\$0	\$5,000	\$0	\$18,500
Travel	\$0	N/A	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Materials and Supplies	\$10,000	\$25,000	N/A	\$1,000	\$0	\$5,000	\$0	\$0	\$0	\$500	\$0	\$41,500
Equipment Use	\$0	\$0	N/A	\$0	\$0	\$0	\$15,000	\$0	\$0	\$0	\$0	\$15,000
Funds Contributed	N/A	N/A	N/A	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Personal Property	N/A	N/A	N/A	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Volunteer	N/A	N/A	\$0	\$4,272	\$4,272	\$1,282	\$1,068	\$0	\$5,126	\$2,777	\$6,408	\$25,205
SCA Intern/Crew	\$0	\$0	N/A	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other (explain below)	\$0	\$0	N/A	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total</b>	<b>\$15,000</b>	<b>\$25,000</b>	<b>\$0</b>	<b>\$5,272</b>	<b>\$4,272</b>	<b>\$6,282</b>	<b>\$20,068</b>	<b>\$4,500</b>	<b>\$5,126</b>	<b>\$8,277</b>	<b>\$6,408</b>	<b>\$100,205</b>
<b>Share of Total Cost</b>	<b>15%</b>	<b>25%</b>	<b>0%</b>	<b>5%</b>	<b>4%</b>	<b>6%</b>	<b>20%</b>	<b>4%</b>	<b>5%</b>	<b>8%#</b>	<b>6%</b>	<b>100.0%</b>

The project will also serve to strengthen our existing partnerships by...

This project will include the development of a new partnership with Natural Biodiversity, a 501.c.3 organization.

The 3 partners for this project will be completing 95% of the physical labor for the project and also providing almost half of the materials.



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Environmental Stewardship Value - Does the project contribute to the physical improvement of the environment?

Topics that usually score well in this category:

- Invasive species control
- Aquatic & fisheries habitat improvements
- Wildlife habitat improvements
- Trails
- Improvements to the environment usually score better



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## Environmental Stewardship Examples

The project also improves the Corps' Environmental Stewardship mission...

It is important to work proactively to keep additional invasive species from entering the lake and to prevent further spread of existing invasive species.

Restoring the shoreline and littoral zone of the reservoir establishes structures in the lake which will support a wide array of habitat for aquatic organisms.

With the slow steady long-term decline in water quality the implementation of this project will help with shoreline erosion, decrease runoff and will slow the eutrophication process.

It would be a great method to turn an environmental risk into an environmental benefit



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Recreational Benefit - Does the project improve the recreational experience for multiple user types?

- What experiences are created?
- Who benefits?
- Are there multiple user groups?



•The more diverse and multi-functioning the recreation experience can be, the better the application should score.



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## Recreational Benefit Examples:

Even though low stream flows during non release times or drought conditions would prohibit or limit kayaking and canoeing, these access points would still be heavily used by anglers and picnickers wanting to participate in stream activities.

Improved fishing not only allows for more recreational activity but also drives tourism, and provides economic impact to area communities...

The revitalization of the area will provide critical opportunities for plant identification, bird and wildlife watching, lessons in wildlife attraction, photography, and quiet reflection with universal access...

This is an unique recreation area that provides ample recreational opportunities such as orienteering, geocaching, paddling, hiking, bird watching, photography, camping and snowshoeing. The primary users will be paddlers, nature enthusiasts and youth groups..



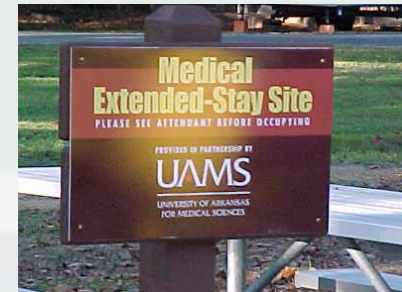
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Communication and Education Value - Does the project increase public understanding of the Corps and its missions through interpretation, outreach, education and public information?

- It is important to show how the COE missions will be distributed or promoted.
- Interactive?
- Static handouts?
- Explain how the benefits of the project are conveyed to the public and how does that improve the COE image.



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## Communication and Education Examples:

This project will provide a great “first-hand” educational opportunity to the public about the importance of protecting and preserving wildlife .

The shelter would serve as an outdoor class room by local schools and other resource agencies for presentations on environmental stewardship, navigation, public recreation, and water safety. The location is also ideal for presentations on the cultural history of the area.

It will be a site for interpretive programming involving paddling, water safety, exploring, birding and others...

...by promoting safety and knowledge on water related activities available around our lakes.



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Innovativeness: Describe the innovative nature of the partnership or the end result. Are other organizations doing this kind of project? How is this project important and unique?

- What makes this idea so different?
- Why is it special?
- Is the partnership innovative or is it the project?

Explain the difference if there is one.

•Convince the reader, “Wow, that is certainly a new way to do it.”



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# Handshake Partnership Program

## Innovativeness Examples

To our knowledge, this trail would be the first of its kind, innovative in that it provides a new concept of community based recreation and fitness while providing environmental stewardship during the activity.

This project will set an attractive precedent for further shoreline renovations and will be a model for Lake Association Members, neighbors, and visitors.

This project has taken a different approach in the development of a partnership...

This project will provide conceptual to visual progression in educating the public on the environmental concept of erosion control..

No other recreation facilities in the local area provides a fitness trail within a natural setting.



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# Handshake Partnership Program

Application suggestions:

Don't assume the reader knows what you know.

When the application says, “specifically address how the project will meet the following six evaluation criteria,” make sure each evaluation criteria is addressed in a separate paragraph.

Provide the information in an easy to read, easy to find format.



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# Handshake Partnership Program

## Scoring:

Each application is evaluated and scored 1-5 for each criteria, then weighted.

- Sustainability (20%)
- Partnership Value (20%)
- Recreational Benefit (15%)
- Environmental Stewardship Value (15%)
- Communication and Education Value (15%)
- Innovativeness (15%)

Maximum score for each application is 200 points per evaluator (usually 7 evaluators).



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## Scoring:

Each PAC member evaluates all applications and submits scores to coordinator.

Scores are combined to get total score.

Bonus points are added...



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The Incentive Point Category for FY 13.

- Handshake applications with multiple partners may qualify to receive bonus points on their evaluation score.
  - ▶ Applications with 3 partners will receive 25 bonus points.
  - ▶ Applications with 4 partners will receive 40 bonus points
  - ▶ Applications with 5 partners will receive 50 bonus points
  - ▶ Applications will receive an additional 10 bonus points for each additional partner
- All partners must sign the CP agreement to count toward bonus points



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## Scoring:

Projects are ranked in the order of total score.

Funds are disbursed according to ranking and amount requested.

It is possible that the lowest ranked funded project will not receive all of requested funds.



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An application that includes a partner (Friends Group/Cooperating Association) that has a signed Cooperative Agreement with Project/District can compete for an additional \$5,000

Has NO BEARING on evaluation score

Does have a bearing on the funds disbursement.



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# Handshake Partnership Program

Continuing for 2014...

there is no 1 year waiting period for application. Projects that were selected in 2013 may submit an application for 2014 Handshake Partnership Program funding.



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# Handshake Partnership Program

## Manage Expectations

- In 2012 there were:
  - 36 applications submitted
  - 13 were selected to receive funds
- In 2013 there were:
  - 27 applications submitted
  - 11 were selected to receive funds



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# Handshake Partnership Program

- Start NOW
- Determine your project
- Work with prospective partners
- Identify needs and each partner's contribution
- Is the Handshake Program the right fit?



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# Handshake Partnership Program

- Upcoming Handshake Webinars
  - ▶ There will be a repeat of this information on Tuesday, September 10 at 11:00 a.m. eastern.
- GOOD LUCK!



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